Allianz

DISTRIBUTOR PRODUCT GUIDE

Complete Motor Trade

- This guide is for intermediary reference only.
- It doesn't contain the full terms and conditions of the contract of insurance.
- You can find more information about the product within the policy overview.
- Full terms and conditions are within the policy documents; you can request to have a copy of these.

Product design

We've provided an insurance solution for motor trade businesses for over 40 years.

We have a longstanding partnership with the Retail Motor Industry Federation (RMI) spanning over 25 years and we work with industry experts such as Thatcham, the Association of British Insurers (ABI) and the Motor Insurers' Bureau (MIB), in addition to our global partners across the Allianz Group. We continually draw upon this experience and insight, as well as customer research to ensure our products continue to add value and meet the evolving needs of our customers.

Complete Motor Trade is a Commercial Lines General Insurance product designed for businesses within the motor trade sector that want insurance protection for assets, earnings and legal liabilities. It meets the common needs for road risks, material damage and public and products liability requirements of businesses within the motor trade sector whilst ensuring value to each customer through the ability to tailor the selection of cover for specific requirements, including sector specific solutions such as: MOT Loss of Licence, Conversion cover and Inspection services for key items of plant and machinery.
The Policy Overview provides details of the cover available.

Target market

The Complete Motor Trade product has been specifically designed to meet the needs of the small to medium sized business operating within the motor trade sector, with a turnover of up to £3m, or £5m where business activities include a fuel forecourt.

The target market for our Complete Motor Trade product includes:

- small to medium sized businesses with a turnover below £3m, operating within the motor trade sector. The cover and pricing approach has been adapted to recognize the needs of the SME sector
- firms whose primary business concerns the sale, maintenance, service and repair of motor vehicles, sale of fuel, parts and accessories
- businesses that operate from premises and may have a requirement to use or drive vehicles, which are not owned by them, during the course of the motor trade business.

We're able to provide insurance solutions for a range of businesses and any activities which do not fit the profile of this target market can be considered under an adjacent product, however we would **not** look to write:

- risks where motor trade is not the main part of the business
- self-drive hire operators as an individual trade
- direct participation or involvement, including the supply of products, in motor sports
- involvement in racing, rallies, speed trials, trial runs and endurance tests
- motor factors as sole traders
- coach proprietors
- cash for cars/employee car ownership scheme

- any risks where the predominant activity is:
  - motor vehicle training establishments including motorcycle training centres
  - car jockeying and vehicle transportation
- any risks involving:
  - vehicle breaking/dismantlers or salvage dealers
  - concessionaires or import brokers and dealers of grey imports
  - vehicle manufacturers
  - kit car manufacturers
  - haulage (excluding vehicle transportation)
  - recovery of vehicles involved in the movement of livestock
  - public or private hire
  - repossessions of vehicles
  - risks with airside exposure
  - cover for tankers or risks carrying quantities of hazardous goods
  - manufacturing of bio-diesel
- sharing economy businesses
- multi-tenure risks
- libel and excess of loss cover
- manual work in USA/Canada
- non-renewable covers for less than twelve months
- businesses lacking in health and safety / risk protection control management and/or enforcement or those unwilling to comply with risk management requirements
- companies with connections or links to sanctioned individuals or countries
- retroactive covers.

This product isn't suitable for:

- a person acting for purposes outside of their trade, business or profession
- non-going concerns or those retiring
- businesses operating from residential premises
- businesses that operate outside of the UK
- businesses that require a global insurance solution
- businesses wanting insurance for vehicles which aren't used in connection with their trade or profession.

We wouldn't expect this product to provide fair value to:

- businesses whose vehicles are used extensively outside of the UK and European Economic Area
- businesses with very low level sums insured where we need to apply minimum premiums.

Potential conflicts

The policyholder could be conflicted if they wish to make lots of small claims, just above the excess limit, as this may impact the terms offered at subsequent renewals.

Product value assessment

Our September 2025 assessment has concluded that our Complete Motor Trade Product, including its charging and distribution structure, is compatible with the needs, objectives and characteristics of the target market and provides fair value.

Our product value assessment is based on the premium we charge for the cover and the services we provide. In addition to the identified needs, characteristics (including vulnerabilities) and objectives of the target market we take a wide range of other factors into consideration, such as historical and expected claims frequencies, incurred and projected claims costs, plus scenario analysis along with customer feedback.

We also consider how the intended value of the product may be affected by its distribution with the conclusion of our product value assessment based upon our distribution strategy as set out below and that:

- The level of commission is in line with market proximate commission levels and is not being increased from what we have agreed with the placing distributor for the policy. Please refer to your commission schedule and traded commissions for your own distribution / value assessment purposes

- Where distributors operate on a fee-in-lieu (of commission) basis, such fees are expected to be proportionately lower than the equivalent commission would be for that same policy

- Administration fees or any other additional fees are only levied where the commission income is not sufficient to cover any of those respective costs and is commensurate with the activities undertaken

- Our product does not form part of a packaged offering

- Ancillary products (including premium finance arranged by the distributor) are only being offered where requested by the customer and when appropriate to their demands and needs. The total charge to the customer for any ancillary products, and any directly related remuneration (whether commission or fee) is commensurate with the benefit / services provided and activities undertaken

- No other additional charges or remuneration are being received in connection with the distribution of our product other than referenced above or received from us

- All and any parties in the distribution arrangement are able to confirm that their remuneration is consistent with their regulatory obligations.

Distribution Strategy

Our Complete Motor Trade product has been designed for distribution by insurance distributors that hold commercial agency facilities with us, and that perform selling, advising and arranging activities in relation to the policy directly with the customer. They must have the appropriate level of understanding of the risks and exposures faced by their customer in the operation of their business.

Where we've granted permission for the distribution of our products to involve another, or an additional, party in the distribution arrangement, this is restricted to be no more than one level beyond the distributor placing the business with us, and in addition to the product value assessment details outlined above applying that:

- The additional parties being relevant and appropriate in terms of their involvement, knowledge and regulatory status

- Any split or sharing of commission and/or the remuneration applicable to each party being proportionate to the activities undertaken by each party

- Administration fees not being applied by more than one party in the distribution chain.

Product Value Feedback

If you have any concerns about an Allianz Commercial product not delivering its intended value, including in relation to potential adverse customer or product value impacts from the distribution arrangement, please notify us of the relevant details by sending an email to: commercialproductvalue@allianz.co.uk

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